

Winterport Business Association Meeting
Town Office, Main Street, Winterport, Maine
January 6, 2009

1. Convene Meeting
2. Introductions of People Attending Meeting
3. Accept Minutes of Last Meeting
Of Tuesday, December 5, 2008
4. Treasurer's Report
5. New Business
 - a. Advertising
 - b. Re-Writing of By-Laws
 - c. Business of the Month on Town Website
 - d. Next Business After Hours
6. Old Business
7. Open Table – "Idea Exchange"
8. Next Meeting – Tuesday February 3, 2009 Town Office
9. Adjourn

Winterport Business Association Meeting
Tuesday, January 6, 2009
Town Office, Main Street, Winterport, Maine

Meeting began at 5:15 p.m.

Introductions of those members in attendance was conducted:

Phil Pitula, Town Manager
Bernie Littlefield, Bel Portraits
Rickey Montes, Bel Portraits
Tammy Higgins, TG Higgins Business Services
Joe Brooks, TG Higgins Business Services
Ann Ronco, Old Winterport Commercial House
Lewis Littlefield, My Fork Restaurant & Bar
Tammy Thomas, My Fork Restaurant & Bar
Stephanie Francis, My Thrill Studio
Phil Higgins, American Legion

The meeting minutes of Tuesday, December 5, 2008 were approved unanimously.

Tammy Higgins, Association Treasurer, read the Treasurer's Report and stated there was \$282.70 in the association's bank account.

The first item under New Business was to speak about block advertising. It was decided to table this item until the next meeting when Deb Newman, Association President, was in attendance and could speak on this subject. Also it would be better to discuss this topic when more businesses were in attendance.

Next item under New Business was re-writing of the association's by-laws. This will be done by the executive committee soon and will be put up to the members of the association to vote on at a later date. It is being brought to the attention of the association now since it is required of the executive committee to give ample notice of this being done and also notice of an upcoming vote.

Tammy Higgins reported the association is being setup as a 501C6 and not a 501C3. This is in order to be established as a business association and to fall into the same category for example as the Chamber of Commerce. A 501C3 is for a non-profit charitable organization. Our association, as a 501C6, promotes businesses and allows the membership dues to be tax deductible. It would also allow the association to qualify for free advertising items, free computer programs, etc.

It was reminded that all business should bring their business cards to the meetings so that we can start choosing a business of the month. A different business will be chosen each month thru the process of picking a business card out of a jar. This business will then be highlighted on the town's website.

(Secretary's Note: This may seem like a simple thing, but it is a great way to advertise your business and let others know that you are out there. The town website receives a lot of traffic.)

Our next Business After Hours will be taking place in March with a place to be announced at our next meeting. All businesses are welcome to host this event. It is planned to have one each quarter. Many compliments were given about the last one hosted by My Fork Restaurant. We also had a tremendous turn out.

Bernie Littlefield of Bel Portraits spoke to us about a special offer that he is giving to all association members. Bel Portraits will put together a special portrait plus business info on a cd to be used for business cards, or other forms of advertisements. This way businesses can take this cd to the publisher of their choice and have their business cards, letterhead stationary, or any other advertisement printed with a special portrait of the business owner. The charge for the sitting is \$50 (normally a \$65 value). If you would like Bernie's business to do design work, there is an additional fee of \$50 (normally an \$85 value.)

Stephanie Francis of My Thrill Studio spoke about the t.v. advertisement that her company had done with channel 7 and Fox. She wanted to know if anyone would be interested in doing a co-op commercial with them. They could do the filming themselves at a discounted rate. It was asked if she would bring a proposal to the next meeting in order for the businesses to know what the costs would be.

It was asked if we could send out an email the day before our monthly meetings in order to remind members of the meeting. Apparently, this was going to be done but there was an issue with the computer program that was being used. Once this has been resolved we will be sending out this notice on a monthly basis. Phil Pitula stated that a notice is also placed on the town reader board.

Ann Ronco asked where we stood with the printing of association stickers which were to advertise the association and given out to members. We will ask Deb at the next meeting where this was left off or how far we have come with this.

Joe Brooks stated that Mike from Sports Talk will be coming to an association meeting soon for a presentation discussing advertising.

Compliments were given to My Fork Restaurant for sponsoring a Ladies Night on Tuesdays at their restaurant.

Next meeting is scheduled for Tuesday, February 3rd.

Meeting adjourned at 5:55 p.m.